



MEDIACOM EDUCATION INC.

POSITION DESCRIPTION

CHIEF EXECUTIVE OFFICER

Fixed term contract – 2 years

Date of document: May 2019

POSITION DESCRIPTION APPROVAL

BOARD CHAIRPERSON

____/____/____
Date approved

POSITION DESCRIPTION

1. Summary of the MediaCom Education's purpose:

MediaCom Education Inc (MEI) exists to serve Christ and his Church. Our goal is to provide the best resources available to deepen faith, expand mission and engage in creative worship.

2. Identity Statement

MediaCom Education is an ecumenical religious communications agency providing resources and training for the mainline churches of Australia and Aotearoa New Zealand.

At the heart of our ministry is our desire to honour the unique spirit of love, life and spiritual vitality in every person. This way of seeing the world drives the way we plan, resource and provide the services we offer. We believe this is one way in which Christ graces the world.

Serving the church for over 30 years, MEI produces a wide range of materials in the areas of worship and Christian education for clergy and church leaders.

In excess of 20,000 churches and individuals use our resources.

MEI is the publisher for the Uniting Church in Australia and an official agency of the Presbytery and Synod of South Australia.

Representing more than a dozen publishers in the UK, USA and Canada, MEI distributes quality books, worship materials and curricula to churches and individuals in Australia and Aotearoa New Zealand. From the inception of *Seasons of the Spirit*, MEI has been a proud partner of this development and a wide range of other material designed to enhance knowledge and discipleship.

MediaCom Education is also a publisher in its own right, seeking to publish local Christian authors of integrity that fit our vision, values and identity.

As a church organisation, we reinvest any surpluses into improved services. We are grateful for the many partnership we share with other organisations, denominations, congregations and individuals who believe that God blesses this world.

We also know that it is often the little things that make a big difference to the day-to-day lives of people of faith. Daily devotions and Bible reading, prayerfulness and loving service are the practices that make a difference, and so we seek to create and share resources that deepen faith and lead to wholistic, missional service.

In this age, the work of the Church is not confined to the Christian community alone. We exist to share the Gospel with all people, and MEI is committed to finding the ways to reach a new generation of people who live beyond the church. This is a new day and takes commitment, courage and a willingness to try new things.

3. Values

Our values include:

- * Christ-centred faith
- * caring for the needs of all people
- * inclusive language and publications that can be understood by people of any age and background
- * being innovative in seeking ways of meeting the communication needs of the churches
- * anticipating and responding to future trends in mission, education and worship
- * employing best practice governance and business principles founded on a distinctly Christ-centred ethic.

4. Broad statement of the CEO's responsibilities:

The **Chief Executive Officer's** key responsibility is to provide an efficient, effective and continually growing Christian-based education and discipleship resourcing service in accordance with the approved vision, mission, values and identity statements of MediaCom Education.

In particular, the **Chief Executive Officer** will have ultimate accountability for:

- * meeting the publishing, distribution and printing requirements of MediaCom Education's clients in terms of quality and timeliness
- * pursuing business development opportunities which emerge from internal research or external networking and requests
- * ensuring the quality and effectiveness of MediaCom Education's national and international publishing, distribution and consultancy partnerships
- * ensuring the effectiveness of systems that communicate and provide access to MediaCom Education's product and service offerings to clients and potential clients
- * providing timely advice to the MEI Board on current performance, future strategies and business/missional opportunities so that the business performance and missional impact of MediaCom Education is maximised.

5. Key Reporting/Working relationships

The **Chief Executive Officer:**

- * is accountable to the Board and, in between Board meetings, to the Chairperson of the Board
- * has day to day accountability for all paid staff and volunteers
- * works closely in collaboration with the Treasurer
- * develops effective relationships with:
 - ✓ MediaCom Education clients
 - ✓ key business and church networks and organisations who access or potentially could access the products and services provided by MediaCom Education.

6. Statement of key activities and associated outcomes

The **Chief Executive Officer** will:

6.1 Provision of strategic planning and business development advice to sustain and grow the business:

- * Provide regular reports to the Board on MediaCom Education's business performance, key emerging issues and any action deemed necessary
- * Facilitate the preparation of business cases for new initiatives
- * Provide advice to the Board on:
 - ✓ the development of future strategic business plans, products and services that reflect the mission, values, and goals of MediaCom Education
 - ✓ areas of good governance, compliance, policy and procedure, marketing, risk management, business development opportunities, continuous improvement and succession planning
 - ✓ potential new partnering, merger or acquisition opportunities
 - ✓ a strong policy framework for all operational matters.
- * Implement new business initiatives approved by the Board.

6.2 Maintenance and development of markets, networks and partnerships

- * maintain the quality of existing MediaCom Education's:
 - ✓ national and international publishing, distribution and consultancy partnerships
 - ✓ markets, networks and client groups
- * Ensure that relationships with international partners and publishers remain of high quality and are developed further where opportunities arise
- * Develop new missional and/or business opportunities particularly in "Uniting Church associated" markets and areas outside traditional denominational and congregation-based structures
- * Continue to develop a cohort of distinguished authors gifted in writing Christian resources and texts
- * Investigate the use of social media and other digital platforms to access specific client needs or demands and implement appropriate changes to existing information distribution mechanisms.

6.3 Provision of new Christian resources

- * Scan available resources and analyse the missional and business cost benefits of adding them to existing MEI product and service offerings
- * Where appropriate, either personally or in partnership with others, develop new resources
- * Seek out and commission authors for the development and publication of resources.

6.4 Oversight of day to day operations:

- * Ensure that all operational functions and activities are of high quality and are cost effective
- * Ensure that all communication, marketing and reporting systems deliver quality output within identified time frames
- * Foster continuous improvement of systems, processes and internal culture
- * Set and manage budgets for all operational budget lines
- * Ensure the effective deployment, training and development of paid and volunteer staff
- * Establish and maintain efficient and effective risk minimisation systems including compliance with relevant regulations and policies of both Church and government.

6.5 Other duties and requirements

- * provide evidence of satisfactory completion of the Criminal History Reference Check through the Uniting Church Synod Presbytery and Synod office prior to appointment, and at such regular intervals as the Board determines.
- * Undertake other duties consistent with this position description as requested by the Board Chairperson.

PERSON SPECIFICATION

Sorted into **indicative** categories of essential [E] and highly desirable [HD]

PERSONAL CHARACTERISTICS AND KNOWLEDGE

Essential

- * Understands the resourcing needs of ministers, leaders and congregations that enable them to be effective and grow
- * Has a broad network of contacts across the Uniting Church nationally and also other mainstream denominations
- * A demonstrated maturity in the Christian faith
- * Can demonstrate the art of engaging well with key client groups, networks and stakeholders

Highly Desirable

- * Has been through a discernment process and understands the application for the position to be a ministry call from God
- * Knowledge of the publishing and/or distribution and/or printing businesses
- * A sound understanding of the challenges posed for a publishing business in a digital world
- * Understands the secular context into which the Christian publishing business is attempting to speak and the markets for publishing in a post Christian era
- * Understands the personal processes of spiritual formation
- * Currently in active ministry
- * A love of and commitment to the Christian Education experience for all ages
- * Can demonstrate that they have the respect of their peers.

WORK EXPERIENCE

Essential

- * Has ability and/or experience in the use of digital marketing and social media
- * Has the ability to manage and continually improve an operational business including adherence to quality standards and deadlines
- * Entrepreneurial experience and/or access to entrepreneurial networks
- * Financial management.

Highly Desirable

- * Ability to write and edit quality liturgical materials

ACCEPTANCE BY POSITION HOLDER

I have read, understand and agree with the requirements of the position as outlined above.

Signature of position holder

Name

Date